

Message Text

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11

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 045572

R 040845Z MAY 76

FM AMEMBASSY SINGAPORE

TO USDOC WASHDC

INFO SECSTATE WASHDC 5231

AMEMBASSY BANGKOK

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY MANILA

AMEMBASSY TAIPEI

UNCLAS SECTION 1 OF 2 SINGAPORE 2229

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: COUNTRY COMMERCIAL PROGRAM, SINGAPORE: PRELIMINARY
INPUT FOR FY 78.

REF: STATE 54879

1. LISTED BELOW ARE EMBASSY'S PROPOSED CAMPAIGN AND
NON-CAMPAIGN ACTIVITIES FOR FY-78 CCP, AS REQUESTED REFTEL.
TO EXTENT POSSIBLE, VIEWS OF REGIONAL POSTS AND TARGET INDUS-
TRY PROMOTION PERIODS WERE CONSIDERED IN THEME SELECTION AND
PRIORITY RANKING.

2. CAMPAIGN ACTIVITIES FOR FY 78 ARE AS FOLLOWS:

3. CAMPAIGN # 1, PRIORITY # 2:

TITLE: FOOD PROCESSING & PACKAGING EQUIPMENT.

JUSTIFICATION: FOOD PROCESSING IS SINGAPORE'S FOURTH LAR-
GEST INDUSTRY, AND SINGAPORE ITSELF IS BECOMING INCREASINGLY
IMPORTANT AS A REGIONAL AND INTERNATIONAL SUPPLIER OF PROCESSED
FOODS. TO MEET GROWING COMPETITION AND DEMAND, MANY FIRMS
ARE UPGRADING THEIR FOOD PROCESSING AND PACKAGING CAPABILITIES.

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HIGHER LABOR COSTS AND MORE EXACTING INTERNATIONAL STANDARDS

ARE ALSO CONTRIBUTING TO EXPANSION AND MODERNIZATION IN THIS INDUSTRY. A PROMOTIONAL EVENT EMPHASIZING THE LESS SOPHISTICATED AND LESS EXPENSIVE EQUIPMENT SHOULD BE WELL RECEIVED BY SINGAPORE'S SMALL BUT NUMEROUS FOOD PROCESSING ESTABLISHMENTS.

4. CAMPAIGN # 2, PRIORITY # 4:

TITLE: POLLUTION CONTROL EQUIPMENT.

JUSTIFICATION: SINGAPORE'S FAIRLY STRAINGENT ANTI-POLLUTION REGULATIONS HAVE CREATED A CONTINUING DEMAND FOR EQUIPMENT AND INSTRUMENTATION. THE MARKET FOR POLLUTION CONTROL DEVICES IS ALREADY SUBSTANTIAL AND HAS GOOD GROWTH POTENTIAL. (A PROPOSED PETROCHEMICAL COMPLEX WOULD GREATLY INCREASE THIS MARKET.)

5. CAMPAIGN #3, PRIORITY RANK # 6:

TITLE COMMUNICATIONS EQUIPMENT

JUSTIFICATION: THE GOS RECOGNIZES THAT, AS A REGIONAL CENTER (BANKING, PETROLEUM EXPLORATION, DISTRIBUTION AND SALES), SINGAPORE MUST HAVE A MODERN COMMUNICATIONS SYSTEM. A FIVE-YEAR GOVERNMENT PLAN TO UPGRADE TELECOMMUNICATIONS AND GROWING SOPHISTICATION IN BUSINESS SECTOR SUGGEST AN EXHIBIT WOULD HELP INCREASE U.S. MARKET SHARE.

6. CAMPAIGN #4, PRIORITY #3:

TITLE: METALWORKING AND FINISHING MACHINERY
AND EQUIPMENT JUSTIFICATION: THE GOVERNMENT OF SINGAPORE SEES METALWORKING AS A MAJOR AREA OF FUTURE INDUSTRIAL DEVELOPMENT FOR THE REPUBLIC. THE MAJOR END-USERS OF METALWORKING EQUIPMENT ARE THE SHIPYARDS, THE OIL SUPPORT INDUSTRY, AND SOME 260 FIRMS MANUFACTURING ELECTRICAL AND NON-ELECTRICAL MACHINERY.

7. CAMPAIGN #5, PRIORITY #5:

TITLE BUSINESS EQUIPMENT AND SYSTEMS.

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JUSTIFICATION: THE MARKET FOR BUSINESS EQUIPMENT IN SINGAPORE HAS BEEN INCREASING STEADILY FOR A DECADE, AS THE BANKING AND SERVICES SECTORS HAVE EXPANDED. DEMAND FOR SOPHISTICATED EQUIPMENT OF THE KIND THE U.S. CAN SUPPLY COMPETITIVELY SHOULD REMAIN AT A HIGH LEVEL.

8. ALTERNATE CAMPAIGNS:

A) BUILDING EQUIPMENT AND MATERIALS

B) COMPUTERS AND RELATED EQUIPMENT

C) LABORATORY INSTRUMENTS.

9. RECOMMENDED NON-CAMPAIGN ACTIVITIES FOR FY 78 ARE AS FOLLOWS:

10. ACTIVITY #1, PRIORITY #1:

TITLE: MAJOR PROJECTS.

JUSTIFICATION: OVER US\$3 BILLION IN MAJOR PROJECTS PRESENTLY UNDER WAY, ANNOUNCED, OR UNDER ACTIVE GOS CONSIDERATION. THESE INCLUDE NEW INTERNATIONAL AIRPORT NOW UNDER CONSTRUCTION, MASS RAPID TRANSIT SYSTEM, AND PROJECTS IN UTILITIES, CONSTRUCTION, AND PETROCHEMICAL SECTORS.

11. ACTIVITY #2, PRIORITY #8:

TITLE: IOGA OR USDOC TRADE MISSION (TM COULD BE GIVEN A HIGHER PRIORITY, DEPENDING ON THEME).

12. ACTIVITY # 3, PRIORITY # 7:

TITLE: OFFSITE EXHIBITION SUPPORT.

JUSTIFICATION: THE TRADE CENTER IN SINGAPORE IS A REGIONAL FACILITY. IN ADDITION TO THE SINGAPORE EXHIBITIONS DESCRIBED ABOVE, THE USRTC WILL SUPPORT UP TO THREE REGIONAL OFFSITE EXHIBITS IN FY 78. THESE MIGHT INCLUDE A) BANGKOK: AGRO-BUSINESS, B) JAKARTA: MINING AGRO-BUSINESS, TEXTILES, OR WOOD PROCESSING (SEE JAKARTA 3813). :) KUALA LUMPUR: ENERGY SYSTEMS, UNCLASSIFIED

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LAB INSTRUMENTS, OR PROCESS CONTROLS (75 KUALA LUMPUR 5413). D) MANILA: METALWORKING OR FOOD PROCESSING AND PACKAGING (MANILA 5064). E) SINGAPORE: SEVERAL CAMPAIGNS FOR USRTC SUGGESTED PARAS 3 TO 8 ABOVE ARE ON SAME THEMES SUGGESTED BY REGIONAL POSTS FOR OFFSITES. EMBASSY WOULD HOPE THAT FY 78 EVENT SCHEDULING CAN BE DONE IN SUCH A WAY THAT IEXHIBITS ON STRONG THEMES CAN BE HELD BOTH IN SINGAPORE AND ELSEWHERE (E.G., FOOD PROCESSING, AND METALWORKING). PLEASE NOTE THAT EMBASSY IS AGAIN RECOMMENDING THAT METALWORKING EXHIBITION IN SINGAPORE BE OFFSITE.

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 040845Z MAY 76
FM AMEMBASSY SINGAPORE
TO USDOC WASHDC
INFO SECSTATE WASHDC 5232
AMEMBASSY BANGKOK
AMEMBASSY JAKARTA
AMEMBASSY KUALA LUMPUR
AMEMBASSY MANILA
AMEMBASSY TAIPEI

UNCLAS SECTION 2 OF 2 SINGAPORE 2229

13. EMBASSY ALSO RECOMMENDS MAJOR REGIONAL OFFSITE EXHIBITION
IN FY 78 ON THEME "USAQUIP '78". THIS SHOULD INCLUDE ALL OR
ANY OF THE FOLLOWING CATEGORIES:

A) EQUIPMENT FOR SPECIALIZED PROCESSING INDUSTRIES SUCH AS
SUGAR, CEMENT, PETROCHEMICALS AND TEXTILES,
B) "EQUIPMENT FOR NATIONBUILDING", E.G., AIRPORT EQUIPMENT,
ROAD AND RAILROAD CONSTRUCTION EQUIPMENT, CARGO/MATERIALS
HANDLING EQUIPMENT, AND TELECOMMUNICATIONS EQUIPMENT.
C) A COMBINATION OF SELECTED INDUSTRIAL THEMES:
E.G., METALWORKING, FOOD PROCESSING, CONSTRUCTION EQUIPMENT,
AND SHIPBUILDING. SITE OF USAQUIP '78 COULD BE ANYWHERE IN
REGION, BUT MOST APPROPRIATE SITE WOULD DEPEND ON PRODUCT
COMPOSITION. FOR EXAMPLE, IF THIS EXHIBIT FEATURES CATEGORIES
(A) AND/OR (B), ABOVE, JAKARTA WOULD APPEAR TO BE BEST VENUE
(PER JAKARTA 3813). IF CATEGORY (C) FEATURED, THEN SINGAPORE,
OR MANILA WOULD SEEM BEST VENUE.

14. SUMMARY OF RECOMMENDED PERSONNEL AND FINANCIAL RESOURCES
IS PRESENTED BELOW PER PARA 9 REFTEL.

15. TABLE II (A): TOTAL E/C PERSONNEL RESOURCES UTILIZED
(IN WORK DAYS), CAMPAIGNS: 105 FSO, 140 FSL/P, 70 FSS, 100
FSL/C.
NON-CAMPAIGNS: 795 FSO, 760 FSL/P, 380 FSS, 350 FSL/C.
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16. MAN-DAY TOTALS (PARA 15 ABOVE) REFLECT EXISTING STAFFING PATTERN, PLUS ADDITION OF ONE FSL/C MAN-YEAR. RECOMMENDED ADDITIONAL FSL/C POSITION WAS PREVIOUSLY JUSTIFIED SINGAPORE A-31 (FY '77 PARA ASSESSMENT), AND IN POST'S BUDGET SUBMISSIONS FOR LAST THREE YEARS* AS STATED IN PARA, LOW LEVEL CLERK/TYPIST IS REQUIRED TO ENABLE THE SECTION TO BE CURRENT IN ROUTINE, BUT IMPORTANT, ASPECTS OF COMMERCIAL WORK. IF COMMERCIAL FILES, MAILING LISTS, AND OTHER INFORMATIONAL SOURCES NOT UP TO DATE, TRADE AND INVESTMENT OPPORTUNITIES ARE LOST AND THE CHRONIC BACKLOG WILL BECOME EVEN WORSE. LOCAL SPECIALISTS AND FSO'S ARE LOOSING TIME SEARCHING FILES, AND SUBSTANTIAL PART-TIME HELP OR OVERTIME WILL BE REQUIRED TO CONTINUE SATISFACTORY LEVEL OF COMMERCIAL SERVICES. GIVEN THE OVER-ALL THINNESS OF STAFFING AT THIS EMBASSY, THIS POSITION CANNOT BE REPROGRAMMED FROM EXISTING RESOURCES.

17. TABLE KK (B): TOTAL FINANCIAL RESOURCES UTILIZED (IN US\$) --
CAMPAIGN: TRAVEL 1500, CONTRACT SERVICES 500, MISC. 1500.
NON-CAMPAIGN: TRAVEL 1500, REPRESENTATION 2000, CONTRACT SERVICES 5000, MISC. 3500. HOLDRIDGE

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